



## A Study on customer satisfaction towards herbal Life Product: A study of south Gujarat Region

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### Abstract

The project is an executive report on how Sappas health wealth and herbal life centre good image and satisfaction towards of customer satisfaction. Project being with the executive summary and history of the company and introduction of Sappas health wealth and herbal life centre.

Herbal life nutrition is a good multi-level marketing corporation that develops markets and sells directly supplements, weight management, sport nutrition, and personal care products. The company was founded by Mark Hughes in 1980, and IT employee and estimated 8000 people worldwide. The business is incorporated in the Cayman Islands, with its corporate headquarters located in Los Angeles, California. The company operated in 94 countries through a network of a process approximately 2.3 million independent distributors.

A study of customer satisfaction towards Herbalife products a study of South Gujarat region

The method used in both descriptive as well as explorative and also primary data and secondary data are used in the company. Major emphasis is lead on a primary data collected from respondents. The analysis is down with the help of different frequencies. Besides, mean, standard deviation, skewness and Kurtosis have been applied for the detailed analysis of the data. From the research it is concluded that over all the respondent are satisfied with Herbalife product. It also increases the effectiveness and productivity of customer and organization as a whole.

**Keywords:** organization, Besides, company, Herbal

### Introduction

In February 1980, Mark Hughes began selling the original Herbalife weight management product from the trunk of his car. Hughes often stated that the genesis of his product and program stemmed from the weight loss concerns of his mother Joanne, whose premature death he attributed to an eating disorder and an unhealthy approach to weight loss. According to one Herbalife website, the company's goal was to change the nutritional habits of the world. His first product was a protein shake designed to help people manage their weight. He structured his company using a direct-selling, multilevel marketing model. In 1982, Herbalife received complaints from the Food and Drug Administration for claims made about certain products and the inclusion of mandrake, poke root, and 'food grade' linseed oil in another. As a result of the complaints, the company modified its product claims and reformulated the product.

The Department of Justice of Canada filed criminal charges against the company in November 1984 for misleading medical claims in advertisements.

### Review of Literature

Shahzad (2012) Explain it is the combination of characteristic and features that exist in a product which can satisfy a customer want or need. Product quality is direct factor influence customer satisfaction with leads a customer towards loyalty afterward. Enhancement in customer perceived quality will increase customer satisfaction loyalty and profitability.

Kotler and Armstrong (2012) Define that "customer

satisfaction in the extent to which a products perceived performance matches a buyer's expectations." Customer satisfaction consists of several indicators, namely loyalty, satisfaction repurchase interest, small desire to make a complaint, the willingness to recommend to product, and the reputation of the company.

Mittal and kamakura (2001) [6] Show a strong, albeit nonlinear, effect of customer satisfaction on repurchase behavior, such that the functional from relating satisfaction to repurchase is marginally increasing. They also find large difference in the satisfaction-retention relationship cross customer characteristic. On the basis of their studies, we expect customer satisfaction to have significant influence on customer retention that varies across customers.

Anderson *et al.* (1994) Posit that store following "niche" or differentiated strategic are likely to be more successful at satisfying customer than stores pursuing other strategies. A differentiated approach is likely to lead to higher levels of satisfaction with specialty grocery stores compared to conventional building on this logic

Jahanshahi *et al.* (2011) said that is "customer satisfaction is the result of customer's perception of the value received in a transaction or relationship - where value equals perceived service quality relative to price and customer acquisition costs." However, it is in contrast with the research.

Carpenter and Fairhurst (2005) showed that utilitarian shopping benefits and hedonic shopping benefit head of positive impact on satisfaction. Look at the relationship between received retail crowding, shopping value and satisfaction and found that perceives retail crowding had a negative effect on shopping value and, in turn, satisfaction.

If the shopping experience provide qualities that are valued by the customer, satisfaction with the score is likely to result. Customer satisfaction in food retailing individual customer has different motivation for shopping

**Methodology**

**Objectives**

- To find out whether customers are satisfied with International Herbal life products or not
- To study various reasons for satisfaction or dissatisfaction of consumer
- To analyse future prospects of Herbal life product in India

The present study is based upon descriptive type of research design in the sense that the purpose of the study has been to portray accurately the various dimensions of customer satisfaction in the light of in the south Gujarat region under study.

**Sample Size**

The sample for the present study includes the customers of herbal life products. The sampling frame consists of respondents of all age groups. Care has been taken to see that the respondents belonging to different age-groups, gender, occupation, and product type are covered. Thus, population represents the broader demographic profile of the respondents. The conclusions are drawn on the basis of data collected and summarized. The interpretations have been based on those conclusions drawn from the analysis of data and formal as well as informal talks with the workforce.

**Research Instruments**

The data has been tabulated and suitable statistical tools such as percentages and averages have been used for the analysis of data. Also the statistical tools such as mean, mean ranks, standard deviation, kurtosis, and skewness have been applied.

**Demographic Details of Respondents**

Any study is incomplete without a detailed outline of demographic profile of respondents. Keeping in mind this fact, an effort has been made to seek background information of respondents.

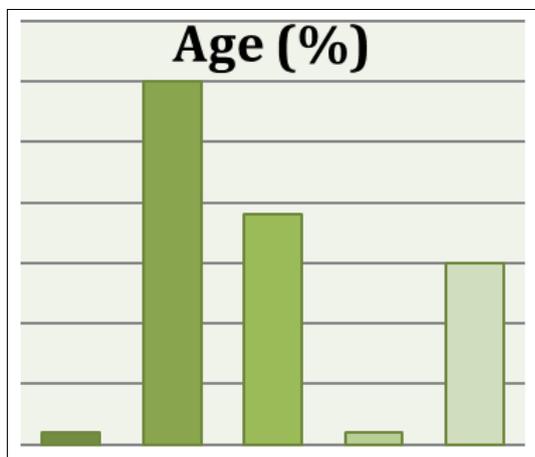


Fig 1

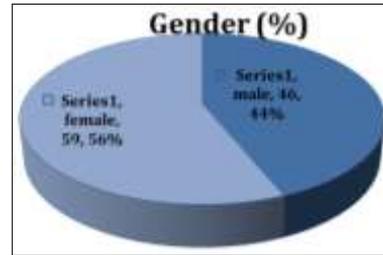


Fig 2

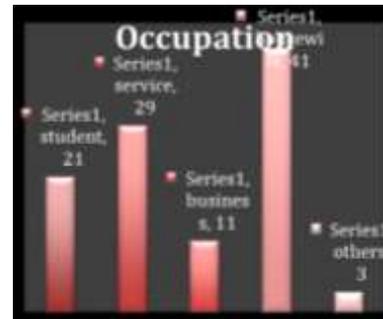


Fig 3

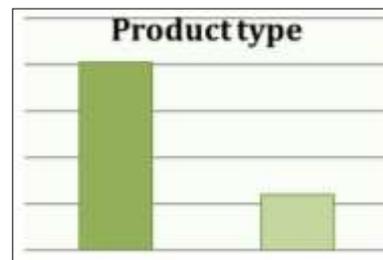


Fig 4

As per figure it is clear that mostly adults i.e. (60%) are interested in the herbal life products and around 40% people age group from 31-40 are also used to buy products, whereas 30% customers are from above 60 age group. mostly female customers are more attracted towards products than male, and they have 56% of female customers and rest of them are male customers. as per research mostly housewife are major customers of herbal life products with highest 41% also the people who engaged in service sector has 29%, moreover 21% customers are students, 11% people who have their own business and rest lies in other category it is clear that majority people i.e. 77% use herbal life products for weight loss and remain use it for weight gain.

**What do you like most about Haebal Life Products?**

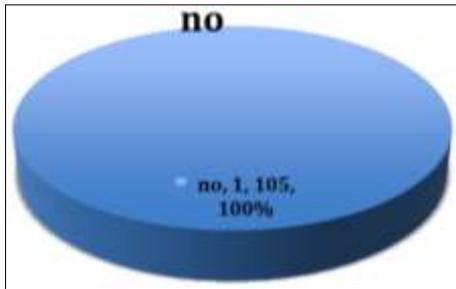


Source: Various Questionnaires from Respondents

Fig 5

Majority of people more than 40% like the convenience of products, also with that customers are also like the easy product comparisons facility. Moreover, they also get the wide range of product choice.

**Company provide discount on product**



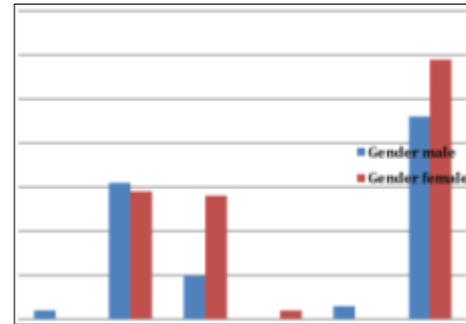
Source: Various Questionnaires from Respondents

Fig 6

Where in case of discount, company is not providing any discount on their products.

Cross tabulation

**Age and gender**



Source: Various Questionnaires from Respondents

Fig 7

from the figure it is clear that majority customers are females from age between 16-50. However, from age 16-30 male customers are slightly more than female.

**Likert scale**

H0 Respondents are not influenced by the below mentioned variables while buying herbal products

H1 Respondents are influenced by the below mentioned variables while buying herbal products

Table 1

Statement	SS	Satisfied	NUETRAL	Dissatisfied	SDA	TOTAL	VALID	$\bar{X}$	$\sigma$	SKW	Kurtosis	Rank
Trust	32	52	20	1	0	105	105	1.905	0.727	0.301	-0.562	3 <sup>rd</sup>
Discounts	0	3	26	35	41	105	105	4.085	0.867	-0.438	-0.900	5 <sup>th</sup>
Schemes & Offers	1	52	25	27	0	105	105	2.742	0.855	0.430	-1.325	4 <sup>th</sup>
Service	35	52	15	3	0	105	105	1.866	0.760	0.631	0.161	1 <sup>st</sup>
Quality	47	58	0	0	0	105	105	1.552	0.499	-0.214	-1.993	2 <sup>nd</sup>

Source: Primary Probe

The figure makes is clear that respondents have more trust towards herbal products, as it is supported by the mean figures. However, respondents are not much attracted by discounts. Schemes and offers do have some influence on

their buying behavior, though it is not much successful every time. So far as service and quality of herbal products are concerned, respondents are satisfied to a greater degree.

**Likert scale**

Table 2: Preference of Consumers while Purchasing the Product

Statement	SAAGREE	NUETRAL	DISAGREE	SDA	TOTAL	VALID	$\bar{X}$	$\sigma$	SKW	Kurtosis	Rank	
Purchase during discount periods	1	5	31	48	20	105	105	3.771	0.846	0.415	0.184	5 <sup>st</sup>
Product price is important to you	26	36	34	7	2	105	105	2.266	0.973	0.395	-0.231	4 <sup>th</sup>
Pay for a higher price for quality	38	49	14	4	0	105	105	1.847	0.793	0.751	0.248	1 <sup>st</sup>
Positive feedback indicates better quality of products	29	47	8	18	3	105	105	2.228	1.120	0.790	-0.351	3 <sup>rd</sup>
The real products have difference between the photos	43	32	7	9	9	105	105	2.090	1.295	1.109	0.070	2 <sup>nd</sup>

Source: Primary Probe

The above-mentioned variables were used to study of preference of consumers while purchasing herbal product of the company. From the table 4.4 it can be inferred that consumers give highest preference to quality of herbal product. As such, this variable got mean rank of 1. The mean score is 1.847. The figures are positively skewed to 0.793. The overall response is quite positive for all the variables mentioning preference of consumers. However, many of them complained that the real product that they

purchase is different from what is shown in the picture. Besides, they believe that when consumers are satisfied with the quality of their product they give its positive feedback. Likewise, price of the product as well as discount allowed on it is also important factor. However, these two factors have got low i.e. 4<sup>th</sup> and 5<sup>th</sup> rank respectively. The mean figures are supported with the figures of skewness for all the above-mentioned variable. The standard deviation of 0.846,0.973,0.793,1.120,1.295 is also not much significant.

Overall, the responses were more positive.

### Findings

- It is find that majoring of about are the interested in the herbal life product
- Female are more attractive than male
- Student and house wife are major customer
- Majoring of people use it for weight loss products
- Company has not provide any discount on their product
- However, company providing scheme and offer to their customers.
- From age 16-30 male customers are slightly more attractive towards herbal life products.
- More than 70% customers are ready to pay higher price for qualitative products. Also positive feedback of customers influence the product sells to other customers.
- However, there is loophole; some customers find difference between actual products and photos of product.

### Recommendation

- Company should provide discount to their customers.
- Also they should expand their market and should develop more centers of herbal life products.
- Company can also target their customers from above 40 ages.
- Moreover, company has more female customers so they can target male customers too, to expand their sells.

### Conclusion

Majority customers are satisfied with herbal life products. However, company is not providing any discounts on the products that seem quite negative impact on customer preference, but the providing scheme and offer so that can be positive. Also, in above chapters the various reasons of customer satisfaction and dissatisfaction is mention. In addition, the future perspective of herbal life products is positive in eyes of customers.

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